



BRIEF

Their company's outreach is **reinventing** their **new technology** used in the production and design of their sneakers and their **brand**.

In the making of 3 years, Adidas' **goal** was to not be the next Nike but to be their own brand with a cause and Nike's competition. By doing a number of **collaborations** with a non-profit organization who are known as 'Parley for the Oceans' to **create** their shoes from waste that is found in oceans.

How?

The way for Adidas to get the consumer/ community to part take on the project was by promoting the cause and effect that the consumer has on the **environment** and **create** a feel good **experience** or enjoyable style for their consumers.

APPROACH

- To have the consumer understand the **dynamic** of the brand's identity.
- Adidas is known for their 3 stripes
- Have their **iconic** 3 stripes run through the wall and up on a half wall inside the store.
- Brand is about being **innovative** but simple to convey the **experience**
- Using lighting to highlight

INSPIRATION AND REFERENCE



CONSUMER

The target consumer is between the ages of 20-29, this is their most strongest demographic. This age group has the **passion** in **athletic** wear and **performance**. This group of individuals wants to feel the **experience** and the **comfort** of an **athletic** shoe and the lightness of the **material**. The main is to have the consumer look and feel a certain way they walk and dress. They want to feel different and **unique**.



ELEVATION — Shoe Wall Display

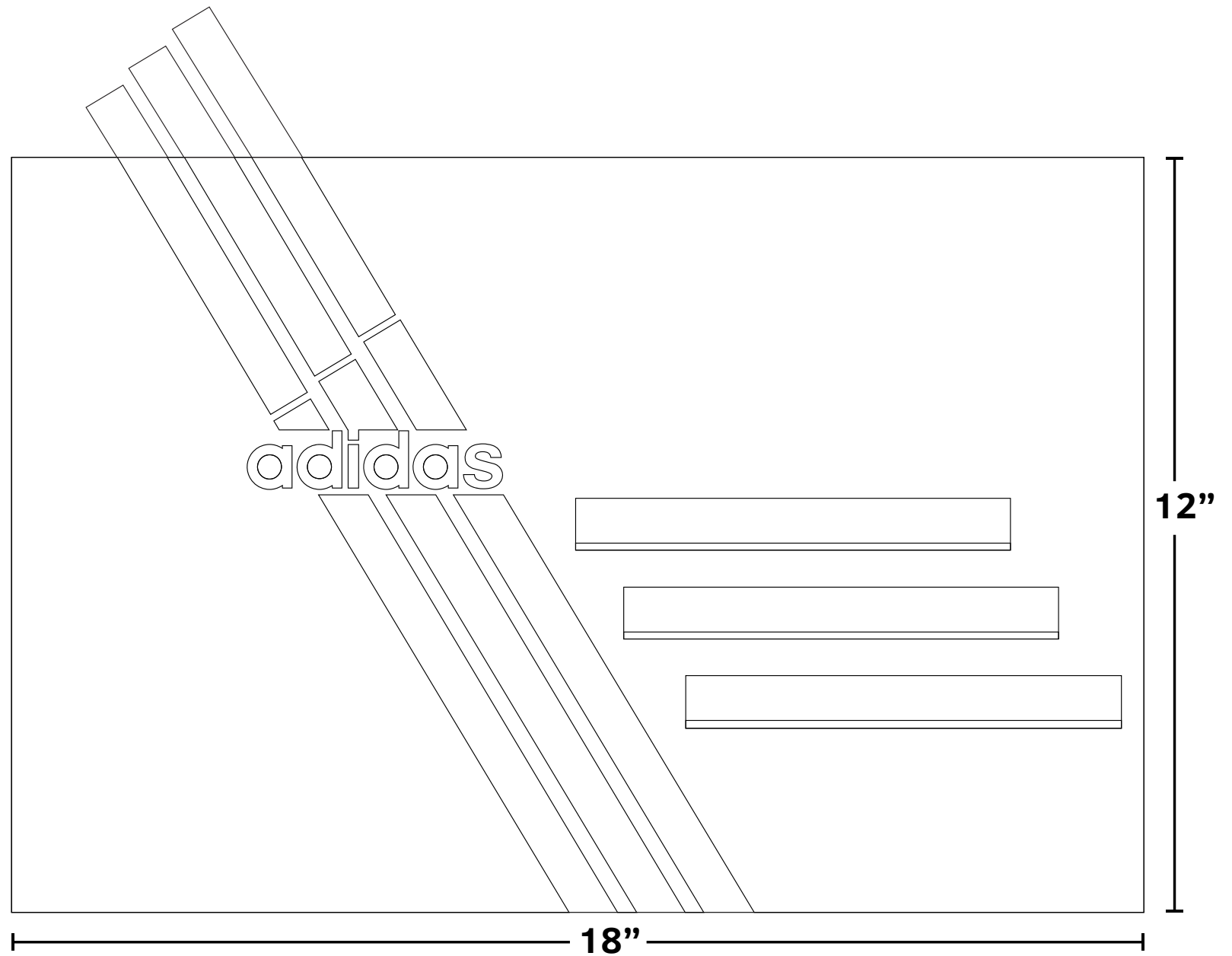


The concept was to have cracks between the stripes and the logo.

Eventually it will not happen

3 STRIPES HANGING OVER

SHOE DISPLAY HEIGHT: MATCHES UP





ELEVATION CONT.



WHITE OPAGUE ACRLYIC



LED LIGHTING PAD



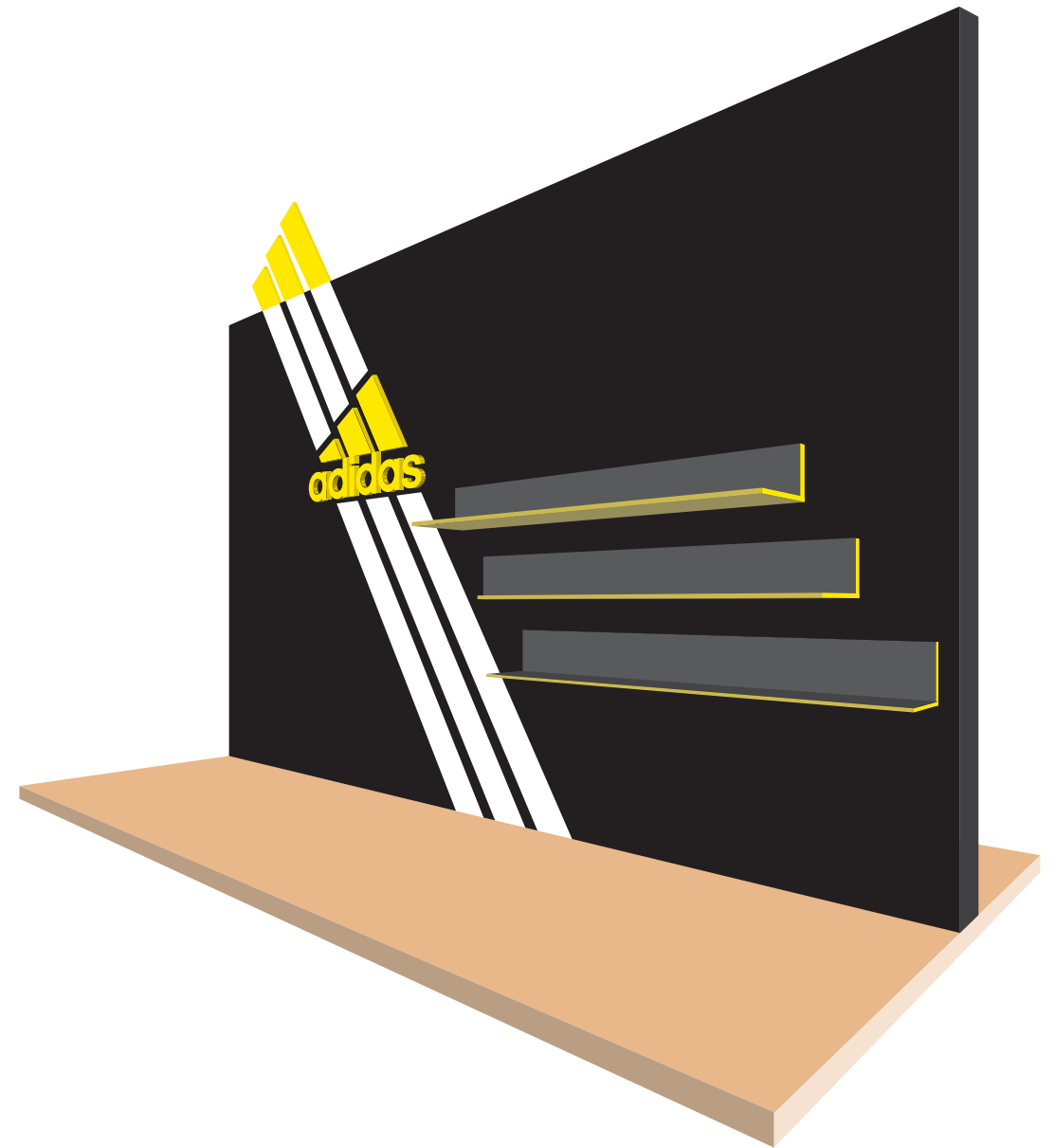
BLACK VINYL (WALL)



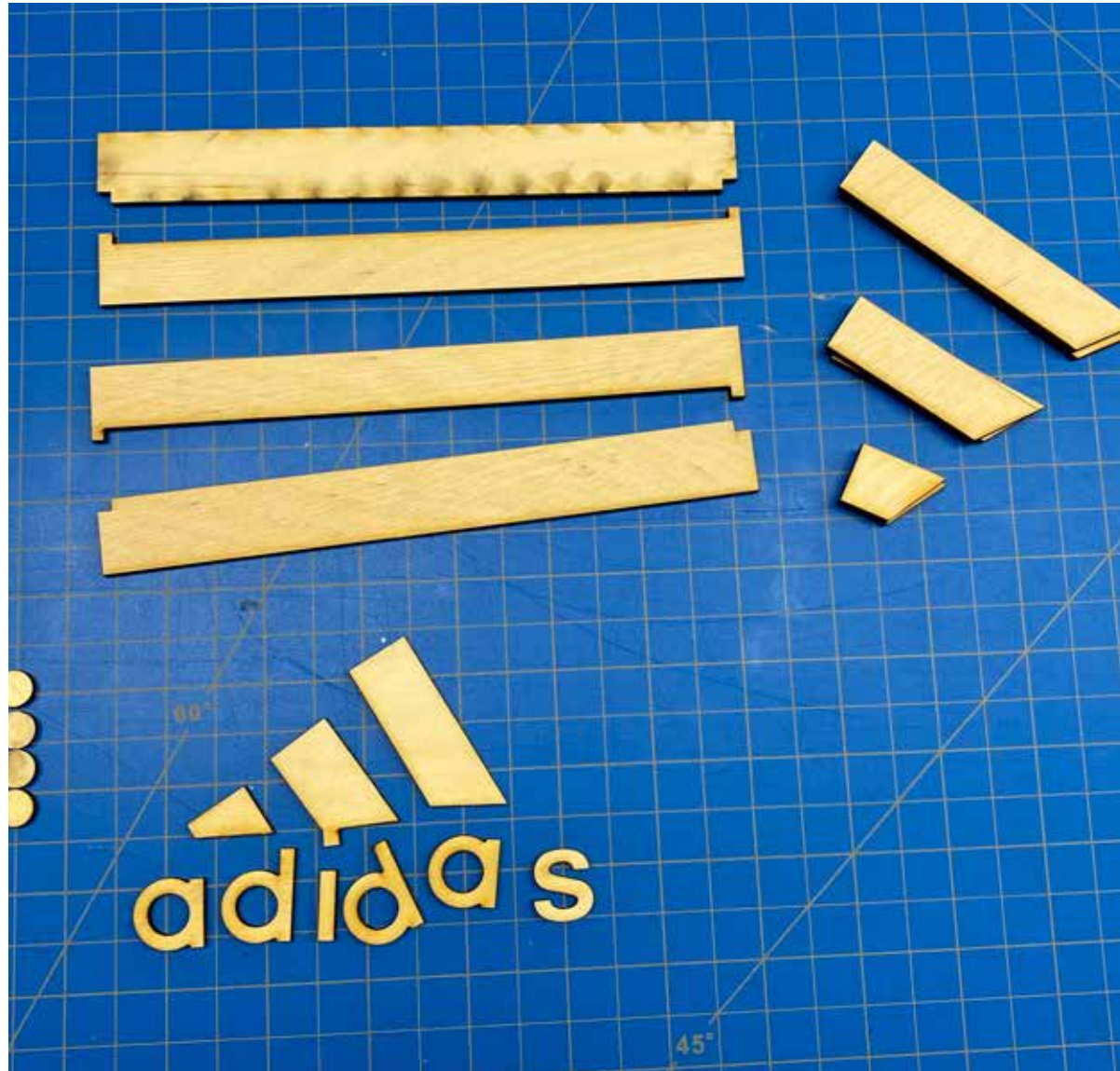
YELLOW ACRYLIC PAINT



CRAFT PLYWOOD

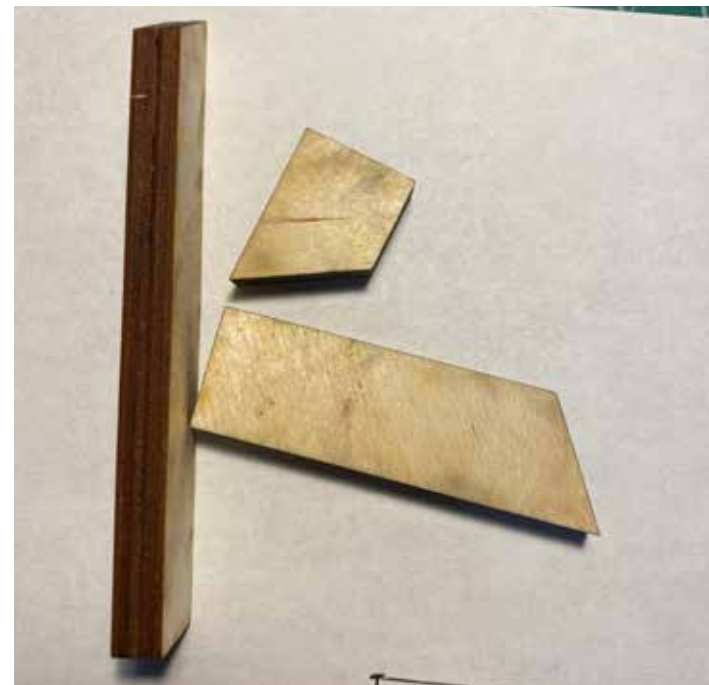


PROCESS BUILD



- Laser Cut all craft plywood
- Shelves
- Logo and logotype
- Extra extensions

Suki Wong
VPED
Adidas Brand Identity



- Shelves were glued together
- The extensions were glued together



- Applying the vinyl onto the acrylic (1st Attempt)

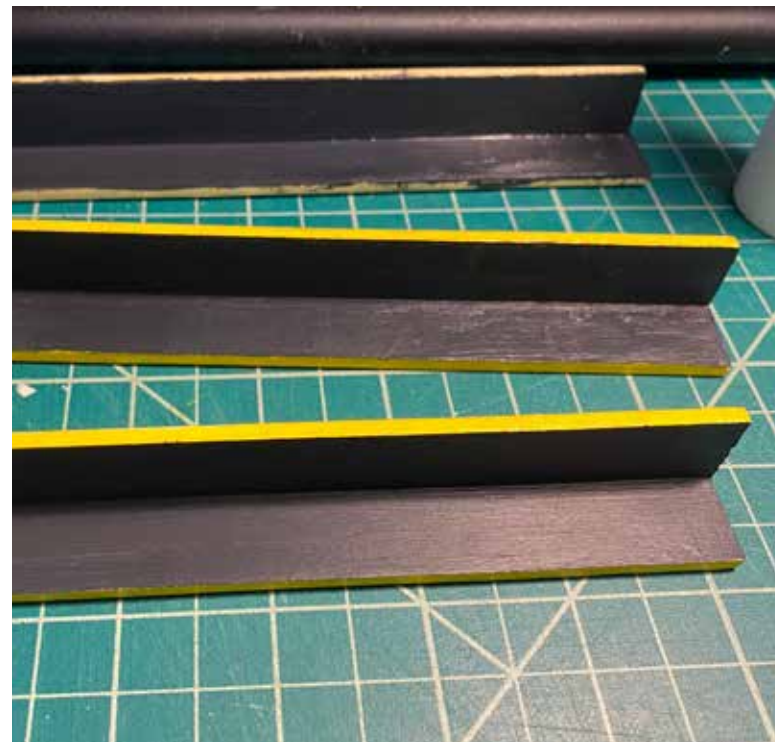
PROCESS BUILD cont.



Testing out the shelves and sign (logo) next to the vinyl and checking for size and shape of each individual shape that was laser cut.

Testing out what lighting and how much lighting needed for the sign.

For smooth equal balance of light, will need a condense lighting pad.



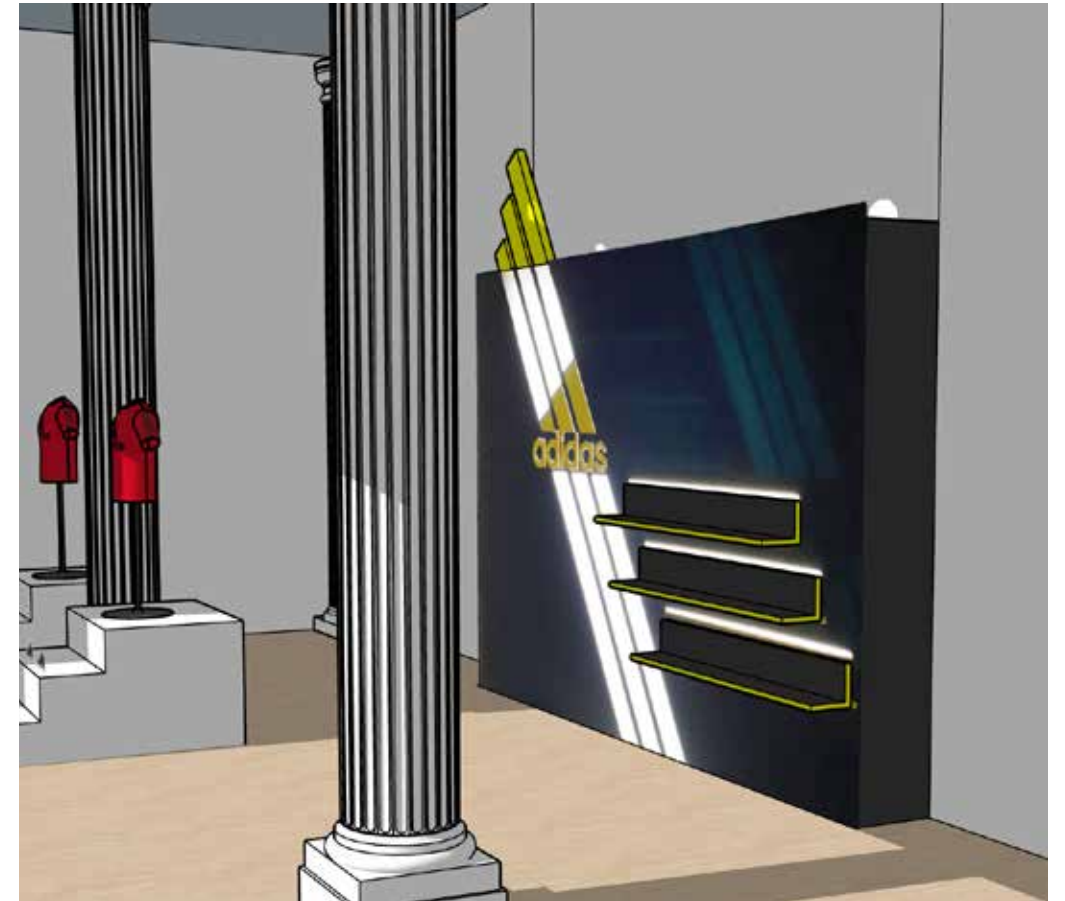
Pieces will soon be coated in white for a 'base' in acrylic paint and the top coat will be painted yellow.

Shelf was painted grey and yellow as an ascent color that will help the shelf stand out on it's own as well as bringing out the lighting.

FINAL MODEL



FINAL MODEL SKETCH MONTAGE



Setting done in SketchUp replicating the image on the left.

